Creating a Public Opinion Poll Project

AP Government

Your task is to create and conduct a Public Opinion Poll on an issue of your choice that is related to class.

**Part I: Create a Methodology Report:** A rationale for the purpose of the poll and how you will conduct it. Decide on an issue and write a brief rationale that explains why a poll would be appropriate for reporting on this issue. If you shared on Google Drive Mrs. Baxter has to be able to edit. Remember to cite in MLA format your sources. Think about:

* Is the issue controversial?
* What are the multiple components of the issue?
* What is the range of responses that you expect people to have on this issue?
* Why would it be important to have a quantifiable (or measurable) gauge of opinions on this issue?
* Choose a method of sampling that best suits your issue (options below) and explain why you selected that option.
  1. Random Sampling: Each person in the population has an equal chance of being selected.
  2. Systematic Sampling: Respondents are chosen from a list using a fixed interval.
  3. Stratified Sampling: The population is sorted into relevant subgroups, and people are randomly selected from each.
  4. Cluster Sampling: In this sample method, groups, rather than individuals, are randomly selected.

**Part II. Create and Administer the Poll.**

* Create your poll using Google forms. (Please share with me.)
* Your poll needs to have at least 8 questions dealing with your chosen issue. 6 good questions (put these ones first) and 2 questions that are intended to skew results.
* You will also want to include some additional questions on people’s demographics (age, sex, ethnicity) as well to help you analyze your results in more detail.
* Using your chosen sample criteria you must administer your poll to at least 30 people using the sample method of your choice. This may require asking more people since some may say no.
* You must include proof of your results. Your proof must include at least **two** of the following formats: videoing responses (get permission first), taking a photo of you conducting the poll, hard copies of the poll completed from multiple subjects, or a chart showing individual responses.
* If you are conducting your poll during lunch your poll needs to be tailored to represent the views of young people. If your sample is people in downtown New Bern then your poll does not need to be as narrow.

**Part III. Graph your data.**

* The data collected from your poll needs to charted in a visual graph. This can include a bar graph, pie chart, or line graph. You may use a website such as <http://nces.ed.gov/nceskids/createagraph/> or Microsoft word or excel.
* You should create a separate chart for each of your questions showing the responses for each questions

**Part IV. Analyze your data.**

* To what extent was your sample representative of your stated targeted group? Why do you think this is?
* Based on the data collected, (from the good questions) what conclusions can you make about how people view your chosen issue?
* How did people’s answers to the bad questions affect the polls results? Did they have the effect intended?
* Overall, would you consider the results of your poll valid? Why or why not?

**Part IV. Presentation**

* You will give a brief presentation on you poll. Your presentation should include visuals regarding your sample, poll, and data. Presentations are not to exceed 10 minutes in length.

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| Requirement | Points Possible | Points Earned |
| Methodology Report (MLA) | 10 |  |
| Create and administer poll | 15 |  |
| Graph data | 5 |  |
| Analyze data | 15 |  |
| Presentation | 5 |  |